



News Release

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SBA Names 2004 North Carolina Women In Business Advocate Of The Year

Charlotte, NC – The U.S. Small Business Administration (SBA) has named Judith “Judi” Superak, the *Women in Business Advocate of the Year* for 2004.

“It is a great pleasure to honor the Women in Business Advocate of the Year and salute the contributions of North Carolina’s advocates for small business,” said SBA’s North Carolina District Director Lee Cornelison.

Ms Superak received her award at the Acquisition 2004 Procurement Event at Fayetteville State University on May 5, 2004 which included training and networking for small businesses looking for federal procurement opportunities. Representatives from Fort Bragg, Pope AF Base, Veterans Administration and other agencies provided information and assistance.

Judi has been the director of the Women’s Center of Fayetteville (WCOF) since 2001. She started as a volunteer in 1999. Her commitment to the goals of the center led to a paid position and she eventually became assistant to the WCOF director.

In August 2001, she filled in as interim director and later that year assumed the director position. Judi’s, ability to manage the staff and network with local resources helped Judi build a strong program and team effort that guides potential entrepreneurs through the necessary steps to become successful business owners. She continues to develop and expand the center’s offerings to meet the needs of the community and help in boosting the economic growth of Fayetteville and the surrounding area.

Judi has over 15 years experience in both business and community development. She designed a series of workshops attended by over 560 business owners in Fiscal Year 2003. She was the recipient of the 2003 NC Non-profit of the Year Award for the WCOF. Ms. Superak has formed strategic alliances with the local chambers of Commerce, Federal, State and Local Government Agencies, Colleges and Universities, as well as private firms and banks.

Under Judi’s supervision, the WCOF offers a sequence of small business courses called “Take it to the Bank.” These are custom-designed courses to help small business owners with every step of the start-up process. The series offers four workshops: Getting Started, Know your Credit, Marketing your Small Business and The High Impact Business Plan. Judi helped create accompanying materials and an effective marketing program to local banks.

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In November 2002, Judi began the certification process for WCOF to be an Innovative Bank Small Office Home Office (SOHO) Technical Assistance Provider. Through SBA's Community Express Program, Innovative Bank offers small business loans of \$,5000 up to \$25,000.

Judi has been involved in several local organizations that have directly impacted small businesses in the area. She had a leading role in the development of the Cumberland County Business Council, an organization that distributes funding to several economic development organizations aimed at serving women and minority business owners.

Judi's leadership in the small business community has opened up many doors for women in Fayetteville and surrounding areas. The business skills training and technical assistance programs that Judi instituted in 2003 gave the community tools to help them own their own businesses.

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